

How Nonprofits Turn Assets into INCOME!



Right now, your organization has all the assets you need to raise more money. These assets are *results, relationships, and resources*. Here's how to leverage their value:

\$ Results. *Nonprofit providers of health and human services are the best economic stimulus plan money can buy.* Beyond merely stating outcomes in grant proposals and other funding solicitations, uniquely qualify your organization for support by highlighting the taxpayer and business returns on investment your community services yield.

\$ Relationships. *People support what they value.* Rather than leave your board, staff, and volunteers ill-equipped to solicit friends and associates, share with them how the economic value of your services align with what America values — child/family well-being, public safety and justice, and economic development.

\$ Resources. *Build on the strengths you have.* Educate leaders to think smart vs. small. Turn effective programs into fee-based models. Teach collaborative partners to leverage community impact for corporate support and bargain to reduce spending on common needs. Plan events that inspire lifelong donors vs. one-time donations.

Saint Wall Street LLC helps nonprofit organizations understand, communicate, and leverage the value of their assets. Today, its innovative Change Leaders Academy - customized for social-service types and states - exclusively features Program Return on Investment™ (PROI). PROI's value-raising approach is so effective that the first six organizations applying it during the 2009 recession raised **\$8.15 million** in new, *non-federal* funding and pledges!

**For help turning nonprofit assets into income
starting this holiday-giving season, *call now!***

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Where Good Programs Become Great Investments!

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